TELEVISION Forecast

SEPTEMBER 13 TO SEPTEMBER 19 INCLUSIVE

DON McNEILL

WBKB WENR-TV (WTMJ-TV Milwaukee) WGN-TV

Next Friday Night—
September 17th

WATCH CHANNEL 7

Gala Opening Night

ON

WENR-TV

Chicago's newest station—the tops in television from the top of Chicago

★

Four solid hours of gay festivities and superb entertainment. You'll meet these famous personalities:

Don McNeill — **Paul Whiteman**
Willie Howard — **Tommy Bartlett**
Tom Moore — **Earl Wild**
The Five Honeydreamers

Friday, Sept. 17... Channel 7... at 7 p.m.

American Broadcasting Company

Editor's Report:

Prepare for Big Week in TV

We live in the push-button age, and frankly, it's fun!

The wizardry of electronics, the breath-taking secrets of television which now entertains thousands and thousands of Chicagoland televiewers, will be unfolded at the first National Television Show September 18-26 at the Coliseum.

Whether you own a receiver, contemplate buying one, or in the category of a new fan, you'll enjoy this next week at the show. From all indications, it will be the biggest week for video Chicago has ever experienced.

In a huge television theater seating more than 3,500 people, practically uninterrupted entertainment will be provided by top talent from WBKB, WGN-TV, and WENR-TV, as well as network radio personalities.

Naturally we'll be there. We want you to stop in at our special booth and meet the people who report local happenings at Chicago's three video studios. Bring along your questions, too, and we'll try to get the answers from technical experts, the stars, producers or directors.

And bring the children. For they are growing up in a new world of vision, of increased education through the magic of video, and of better entertainment through electronics.

CHICAGO is buzzing about the report that WBKB is building relay stations near Purdue University in preparation for the 1948 football schedule. The talk goes so far as to suggest that the Balaban & Katz station may televise it through the use of stratovision: video transmitted from airplanes! At any rate, we can expect the sensational as routine from now until Christmas as the three stations battle for supremacy.

MT. MERCY Hospital and Sanitarium in Dyer, Indiana, now has a television set, thanks to Mr. Sparrow Purdy the donor, and from the letter sent to this magazine by Sister Mary Reginald, R.N., the receiver is bringing much joy. Mt. Mercy, the Veterans' Administration hospital in Hines, Ill., and other institutions are discovering that TV is also therapy and materially aiding in bolstering the morale of hundreds of patients.

TV TOPICS: WTMJ-TV, Milwaukee station on channel 3, will televise nine suburban conference high school football games beginning Sept. 17. . . . The station will also present the Green Bay Packers' games against the Chicago Cardinals, Washington Redskins and New York Giants. . . . Look for interesting plans from WNBQ, Chicago NBC video station still under construction. . . . Video markets in South America and Europe are expected soon. . . . One network executive has improvised an antenna from the following: broom stick, Xmas tree stand, wire coat hangers and strip of moulding. . . . It works.

TELEVISION Forecast

A WEEKLY TELEVISION NEWS-MAGAZINE

Published by
TELEVISION FORECAST, Inc.
185 North Wabash Ave.
Chicago, Illinois

Editor, Robert A. Kubicek
Associate Editor, Patricia Cooper
Advertising Director, Roy V. Whiting
Sales Manager, Lester Vihon
Business Director, Norbert F. Dompke
Production Manager, John E. Groenings

Vol. 1, No. 19 Copyright 1948
Whole No. 10

Advertising Rates on Request
Phone: Franklin 9564

Television Forecast for

Monday

Sept. 13, 1948

WGN-TV Channel 9

7:00—ART NELSON'S Marionette Theater. A children's show featuring Little Bordy.

7:30—FEATURE SHOW. Interviews by Ed Cooper.

8:00—CHICAGOLAND NEWSREEL with Spencer Allen narrating.

8:10—SPORTSMEN'S CORNER with Paul Fogarty. Guests: Buddy Bomar, bowling champion and Miss Violet Wright.

8:30—DIVORCE OF LADY X—An Alexander Korda film starring Laurence Olivier and Merle Oberon.

WBKB Channel 4

10:30—KNITTING INSTRUCTIONS. Mary L. Hahn opens up the Woman's World show, a full one-hour program.

10:45—FIRST AID. Presented by representatives of Fifth Army.

11:00—SHAN & KAY. Figure control experts show you how to slim down.

11:15—SHOPPING WITH DINNY. Accompany this Miss on a mythical tour of a department store.

6;15—TIMELY TIPS.

7:00—KUKLA, FRAN and OLLIE. They're back! Opening show of the fall season.

7:30—FILM.

7:50—TELENEWS with Jim Ameche.

8:00—DR. GALLOP POLL.

8:15—FASHION QUIZ with Bob McKee, Kay Westphal.

8:30—WRESTLING at Midway Arena.

10:30—NEWS pictures and bulletins.

WTMJ-TV Channel 3

The Milwaukee television station is not scheduled to televise this date, but will return Tuesday, Sept. 14.

(Subject to Change.)

WENR-TV to Open With 4-Hour Show

When Station WENR-TV, Channel 7, makes it jubilant debut, Friday, September 17, it will display itself in full dress regalia as one of America's foremost video leaders. A gala four hours of entertainment, including miracle previews of programs to be presented regularly in WENR-TV as well as ABC's entire television network, will herald the arrival in Chicago of the midwest's youngest and sturdiest television giant.

Following months of intensive planning, John H. Norton, Jr., vice-president in charge of ABC's Central Division, has announced that, beginning with the inaugural telecast, the new station will provide midwest televiewers with the finest possible program fare as well as to further every phase of the television art.

The program schedule for September 17 follows:

7:00-7:30 p.m., CDT—Video presentation of Chicagoland dignitaries.

7:30-8:00 p.m., CDT—Film previews of AM and TV programs heard over the American Broadcasting Company.

8:00-9:30 p.m., CDT—Live telecast preview of programs to be seen and heard regularly on WENR-TV.

9:30-10:00 p.m., CDT—Remote telecast.

10:00-11:00 p.m., CDT—Finale. Presentation of the most extravagant entertainment in the history of midwestern television.

11:00-11:05 p.m., CDT.—Surprise sign-off!

NEW Phone Number

Effective Sept. 18, the new telephone number for *Television Forecast* offices will be FR 2 (pause) 9564, if you're dialing, or Franklin 2 (pause) 9564, if the operator rings the number. Offices of this magazine are located in Room 701, 185 North Wabash.

Anything that appears in Television Forecast may not be reproduced either wholly or in part without written permission of the publisher.

Celeste Carlyle Appears On New WGN-TV Show

Celeste Carlyle, noted lecturer, writer and style and beauty consultant, is hostess on WGN-TV's new Friday show, "Individually Yours." Miss Carlyle, who believes that "few women are really beautiful, but most of them can achieve the illusion of beauty," selects subjects from the studio audience to illustrate her methods of selecting the proper clothes, makeup and hair styling to suit the individual.

Miss Carlyle has been performing her unusual consultation service for several years in Chicago, building up such a large clientele that she resorted to lectures and public appearances to bring her organized beauty principles and easy methods to large groups.

Miss Carlyle is well trained in all phases of beauty culture, having studied art and cosmetics here and abroad. She has variously worked as an art editor for a magazine, an illustrator and a saleswoman. Her supplemental training has included chemistry, eurythmics and speech.

The program is directed by Barbara Corning.

Television Forecast for

Tuesday

Sept. 14, 1948

WBKB Channel 4

10:30—PETS IN THE HOME, Claire Di Maggio and collie, Mac. Opening portion of Woman's World show.

10:45—FILM.

11:00—CUTTING CORNERS with Catherine Payne, homemaker.

11:15—SHOPPING WITH DINNY.

6:15—TIMELY TIPS.

7:00—KUKLA, FRAN & OLLIE, puppet characters fun show for the entire family.

7:30—SHOPPING WITH DINNY.

7:50—TELENEWS with Jim Ameche.

8:00—AT OUR HOUSE with Jim & Edie Dexter.

8:12—FILM.

8:18—MIDGET BOXING with Jim Ameche.

8:30—MEET THE NEW ROCKETS.

8:45—FILM featurette.

10:00—NEWS and Pass Time.

WGN-TV Channel 9

7:00—ART NELSON and His Marionette Theater, starring Little Bordy. Show for the children.

7:30—MAN ABOUT TOWN.

8:00—CHICAGOLAND NEWSREEL with Spencer Allen narrating.

8:10—PLAYER OF THE DAY. Interviews by Ed Cooper before the game.

8:20—BASEBALL. Sox vs. Boston, telecast from Comiskey park, with Jack Brickhouse, announcer.

10:30—TENTH INNING. Scores of other games; interviews with the fans.

WTMJ-TV Channel 3

7:00—TRAVEL film.

7:20—LOOK AT THE NEWS.

7:30—REEL FUN.

8:00—DUGOUT DOINGS. Baseball interviews.

8:10—BASEBALL. American Association playoffs, Borchert field.

(Subject to Change.)

Wednesday

Sept. 15, 1948

WGN-TV Channel 9

1:00—CHICAGOLAND NEWSREEL with Spencer Allen.

1:10—PLAYERS OF THE DAY. Pregame interviews with Ed Cooper.

1:20—BASEBALL. Sox vs. Boston, from Comiskey Park, with Jack Brickhouse.

3:30—TENTH INNING. Round-up of scores.

7:00—ART NELSON and His Marionette Theater, starring Little Bordy. Show for the children.

7:30—FILM feature.

7:35—PERSONALITY PROFILES. Dorsey Connors delivering news about Chicagoans.

7:50—FILM.

8:00—CHICAGOLAND NEWSREEL with Spencer Allen.

8:10—SPORTSMENS CORNER. Sports news and guests.

8:30—FILMS.

9:00—CLUB TELEVISION. Variety show with Bob Trendler's band and guest artists.

WBKB Channel 4

10:30—RENT CONTROL with Bea Fox.

10:45—FILM.

11:00—FASHIONS.

11:15—SHOPPING WITH DINNY. Accompany this Miss on a mythical tour of a department store.

6:15—TIMELY TIPS.

7:00—KUKLA, FRAN & OLLIE. Children's show for the whole family. Staged by Burr Tillstrom.

7:30—AMERICAN TELE-FLYERS.

7:50—TELENEWS with Jim Ameche.

8:00—TELE-CHARADES with Ed Roberts and guests.

8:30—WRESTLING at Rainbo arena, with Russ Davis.

10:30—NEWS. Today's World Picture.

WTMJ-TV Channel 3

3:00—MEET YOUR NEIGHBOR.

3:20—LOOK AT THE NEWS.

3:30—WHAT'S NEW. Ask Nancy Grey.

4:00—CHILDREN'S CORNER.

7:00—WISCONSIN AT WORK.

7:45—TV IN REVIEW.

8:00—To be announced.

8:10—BASEBALL.

(Subject to Change.)

Kukla, Fran, Ollie Visit Witch High!

bY k-U,kLA

dARn tIPEwRitER,,o, heLLo bOYS & girls, THis iS . . .

(Editor's Note: At this point, Fran Allison rescued Kukla and typed the rest of the story for him—the first story written by Kukla since his return from Dragon Retreat in Vermont.)

Thank you Fran . . . hello boys and girls, this is Kukla. Also Ollie and Fran and Beulah and . . . well, everybody.

Well we are back! Hooray because there is no place like home. Right, Fran?

"Yes, dear, go on with your story."

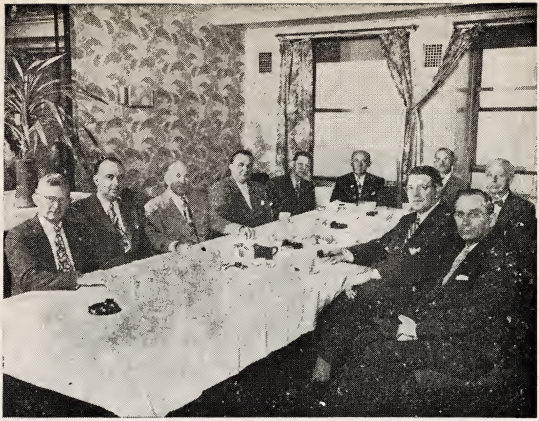
Well, we will see you Monday night, Sept. 13, and we will tell you all about the wonderful time we had. We have just been in town two days and aren't entirely unpacked yet. I am so sorry we did not get a letter to you last week, but here is the reason: remember that special antenna we built at Dragon Retreat? Well, it worked so beautifully that Beulah Witch decided she would have to build one for her mother down in North Carolina. Well, you know Beulah . . . quick as a flash we broomsticked down into the North Carolina mountains where Beulah's mother has a lovely home.

Before we began work on the new antenna, we had a few glorious days with Beulah's mother and all of the witch kinnery (which means family down south). I had never believed the stories about southern hospitality until my visit with Beulah's witch's lovely mother. I wish you all could meet her.

She is very much like Beulah except not quite so bombastic and she rides her broomstick side-saddled like all Southern Witches have been taught to do. She took us on some lovely trips along with Beulah's Aunt Maye who has adopted Beulah's way of riding a broom—astride, that is.

Aunt Maye was an excellent guide and took us over the mountains, through valleys and near secret waterfalls that Beulah hadn't seen since she was a girl at Witch High. Through the lovely blue

(*Continued on page* 14)



MEN BEHIND THE TV SHOW—Here are the members of the Electric Association Club, sponsors of the first national Television and Electrical Living show Sept. 18-26 at the Coliseum. Seated left to right: C. E. Johnson, Chicago Sales Mgr., Curtis Lighting Co.; L. W. Shaw, District Appliance Sales Mgr., Graybar Electric Co.; Axel Kahn, General Manager, General Electric Supply Co.; Phillip Pawl, Merchandise Manager Electrical Appliances—Chicago Group—Sears, Roebuck & Co.; C. G. Franks, Executive Assistant to Sec'y.-Mgr., Electric Ass'n.; Harry Alter, President, Harry Alter Co.; E. K. Ploner, Vice President, Sunbeam Corp.; E. M. Ball, Dealer Sales Promotion Mgr., Commonwealth Edison Co.; L. M. Brock, Housewares Division Manager, Carson, Pirie, Scott & Co.; W. T. Reace, Vice President, Commonwealth Edison Co.

Dennewitz Approves Use of Tape Recorder

Howard Dennewitz, WBKB musical director, is the latest tape recorder enthusiast.

"The time will come, I believe, when standard recording equipment will be largely supplanted by tape or wire recorders," said Dennewitz, proudly pointing to the new tape instrument which WBKB has acquired.

"They are time savers and are easy to operate. And the tone fidelity of the better instruments is amazing."

Dennewitz is using a tape recorder on the Canadian Ace daily newsreel spot and on "Timely Tips," and intends using it on further shows in the future.

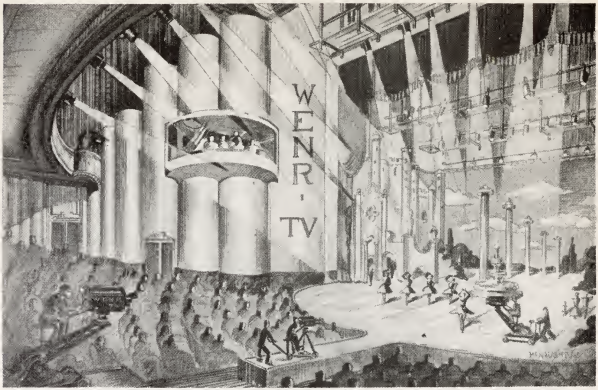
On the Cover

DON McNEILL, toastmaster of the Breakfast Club, will appear on the opening performance of WENR-TV, Chicago's newest television station. Our TV reporters say it will be one of the most extravagant video presentations in the history of Chicago television. Watch for McNeill, Jack Owens, Sam Cowling, Fran Allison (as Aunt Fanny), Patsy Lee and Ed Ballantine's orchestra, and a host of others.

Test Pattern and Music

Test pattern and music will be broadcast for fifteen minutes preceding each WBKB program, also test signals from 9 a.m. to 12 noon, and 1 p.m. to 5 p.m. except Sundays and during program hours.

WENR-TV TO MAKE DEBUT IN WC

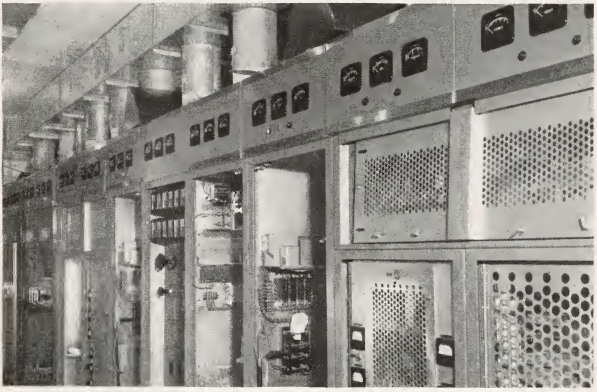


Artist's conception of the interior of WENR-TV's Civic Theater as it will look on opening night, Sept. 17, when ABC makes its Chicago debut in video. The elaborate setting will seat 878 guests, and will be the most modern in the country.

Looking over the final plans for the new studio are Paul Mowrey, national TV director for ABC; John Arthur, building manager; John H. Norton, Jr., vice-president in charge of the Central Division and James Thompson, Wacker corporation president.

RLD'S MOST ELABORATE THEATER

Miss Kit Sitnik provides the right amount of glamour to WENR-TV's new red, white and blue mobile unit, one of three to be used by the new station. That's E. V. Horstman, chief engineer on the left and Paul Mowrey, national director.



Five thousand watts of power from this giant RCA transmitter will enable WENR-TV to make its debut Sept. 17. Located on the 44th floor of the Civic Opera building, the unit is made up of eight cabinets, including sound and sight.

Television Forecast for

Thursday

Sept. 16, 1948

WBKB Channel 4

10:30—MARY MARTENSEN opens the Woman's World show with a cooking demonstration.

11:00—THE DEXTERS, Jim and Edie.

11:15—SHOPPING WITH DINNY.

6:15—TIMELY TIPS.

7:00—KUKLA, FRAN and OLLIE. Puppet show.

7:30—TOM MIX in Miracle Riders.

7:50—TELENEWS with Jim Ameche narrating.

8:00—FILM feature, full length.

10:00—NEWS. Today's World Picture.

WGN-TV Channel 9

7:00—ART NELSON and His Marionette Theater, starring Little Bordy. Show for the children.

7:30—MOMENTS OF MELODY, starring Bob Lee and Nancy Evans, vocalists, on behalf of the Civil Air Patrol. Guest tonight: Tommy Port, singing milkman.

8:00—CHICAGOLAND NEWSREEL with Spencer Allen narrating.

8:10—SPORTSMEN'S CORNER with Paul Fogarty.

8:30—WRESTLING from the Madison AC club, with Jack Brickhouse.

WTMJ-TV Channel 3

3:00—MEET YOUR NEIGHBOR, with Gordon Thomas, MC.

3:20—LOOK AT THE NEWS.

3:30—MOVIE MATINEE.

4:00—CHILDREN'S CORNER.

4:35—CARTOON FUN.

7:00—ADAM VS. EVE. Audience participation show.

7:30—REEL FUN.

7:50—TELENEWS.

8:00—FILM feature.

(Subject to Change.)

Tomorrow, Friday, WENR-TV makes its debut. WENR-TV is on channel 7. It will telecast daily programs effective Sept. 17.

WENR-TV Called Tribute to Chicago

The opening of Station WENR-TV, the key station of ABC's midwestern television network, will be one of the finest possible tributes to Chicago and the midwest, according to Paul B. Mowrey, national director of ABC television.

"The station, which opens appropriately on channel 7 at 7 p.m., Friday, September 17, is continued proof that the American Broadcasting company intends to become the world leader as a television network," Mr. Mowrey said. "Via the facilities of WENR-TV, we will bring, from the initial program, programs of network caliber to the midwest.

"Our main efforts in the Chicago inaugural will be directed toward presenting to the WENR-TV audience a preview of some of the programs and stars who will entertain and inform them during our regular daily schedule of television. City, state and federal officials will join with officials of ABC in our premiere presentation, in a salute to Chicago's newest television station.

"Station WENR-TV will telecast 29 hours weekly. More than fifty percent of all programs telecast will consist of live talent and one-fourth of all program fare will be on film. The remainder will be on-the-spot coverage of special events, sports, etc.

"The inaugural program, which will close at 11 p.m., will be climaxed by a surprise finale which will not be announced in advance.

"WENR-TV viewers may be assured of the finest reception in this area. Conclusive evidence of this has been the overwhelmingly fine response directed towards the station on the excellent clarity of the WENR-TV test pattern which currently is being transmitted. One guarantee of excellent reception is the adoption of what is probably the most desirable video channel allotted to any station in the country, Channel 7. Since Channel 7 is in the middle of the dial and one of the higher frequencies, WENR-TV viewers are guarded against harmonic interference on the lower

(*Continued on page* 12)

(Photo by Seymour)

TOMMY PORT will be guest vocalist on WGN-TV's "Moments of Melody," Thursday, 7:30 p.m., a program presented on behalf of the Civil Air Patrol. A popular Chicago singer, Port will be interviewed by Jerry Kaufherr, MC. The show also stars vocalists Nancy Evans and Bob Lee, and pianist Jack Fascinato.

Northwestern Plans Television Seminar

Instructors who have learned television techniques in WBKB's studios will lead the discussions when Northwestern university opens its television seminar this Fall.

Don Feddersen, chairman of the School of Speech, has announced that the department will accept a limited number of selected students for the daytime class on the Evanston campus. WBKB-trained instructors include Marjorie Thomas, Dan Petrie, Robert Banner, Charles Hunter, Robert Buchanan and Claudia Webster.

Sox on Video

Beginning Tuesday, Sept. 14, the Sox play a two-day encounter with Boston. Sept. 17 and 18 the Chicago team faces Philadelphia. They wind up the week with a Sunday game against Philadelphia, all games to be televised by WGN-TV on channel 9.

Television Forecast for

Friday

Sept. 17, 1948

WENR-TV Channel 7

7:00—VIDEO presentation of Chicago dignitaries.
7:30—PREVIEWS of TV programs heard over ABC.
8:00—LIVE TELECAST preview of programs to be seen and heard regularly on WENR-TV.
9:30—REMOTE telecast.
10:00—FINALE: Presentation of the most extravagant entertainment in the history of midwestern television.
11:00—SURPRISE SIGN OFF. Biggest secret in TV.

WGN-TV Channel 9

7:00—CHICAGOLAND MYSTERY THEATER. Live studio drama.
7:30—FILM.
7:35—INDIVIDUALLY YOURS. Celeste Carlyle discusses clothes, make-up and hairstyle for women.
7:50—FILM feature.
8:00—CHICAGOLAND NEWSREEL with Spence Allen.
8:10—PLAYERS OF THE DAY with Ed Cooper, TV reporter.
8:20—BASEBALL. Sox vs. Philadelphia from Comiskey park.
10:30—TENTH INNING. Scores of other games; interviews with fans.

WBKB Channel 4

10:30—FASHIONS. Opening segment of Woman's World show.
10:45—FILM.
11:00—AMERICAN Medical Association.
11:15—SHOPPING WITH DINNY.
6:15—TIMELY TIPS.
7:00—KUKLA, FRAN & OLLIE. Puppet show, for the children.
7:30—SHOPPING WITH DINNY.
7:45—FILM.
7:50—TELENEWS with Jim Ameche.
8:00—FILM.
8:15—YOUNG and VICTOR.
8:25—FOOTBALL. Chicago Rockets vs. Cleveland Browns, from Soldier Field. Announcer: Joe Wilson.
10:30—NEWS.

WTMJ-TV Channel 3

7:00—LOOK AT THE NEWS.
7:15—REEL FUN.
7:30—NBC NEWSREEL.
7:40—FOOTBALL: Suburban high school game. Wauwautosa vs. West Allis Hale.

(Subject to Change.)

Television Forecast for

Saturday

Sept. 18, 1948

WBKB Channel 4

7:45—TIMELY TIPS. Evening show.
8:00—WESTERN film. "Lone Rider in Cheyenne."
9:00—FILM shorts.
9:30—NEWS. Today's World Picture.

WENR-TV Channel 7

4:00—ANIMAL HOUSE, from Brookfield Zoo.
5:00—To be announced.
5:30—FOOTBALL scores.
5:45—KID'S FILMS.
7:00—NEWS flashes.
7:15—HERE'S HOW. Surprise show.
7:30—To be announced.
8:00—FILM feature.

WGN-TV Channel 9

1:00—CHICAGOLAND NEWSREEL with Spence Allen.
1:10—PLAYER OF THE DAY with Ed Cooper.
1:20—BASEBALL. Sox vs. Philadelphia, from Comiskey park, with Jack Brickhouse.
3:30—TENTH INNING. Scores of other games.
8:00—CHICAGOLAND NEWSREEL. Local, national and international.
8:10—DANGER ON THE AIR—Film starring Donald Wood and Nan Grey.

WTMJ-TV Channel 3

7:00—LOOK AT THE NEWS.
7:10—PEOPLE OF OTHER LANDS. Film series.
7:30—REEL FUN.
7:50—NBC NEWSREEL.
8:00—HORSE SHOW. Games on horseback from the State Fair park.

(Subject to Change.)

WTMJ-TV Channel 3

WTMJ-TV Milwaukee, found on channel 3 of your television receiver, is not available to all Chicago viewers. WTMJ-TV is beamed for Wisconsin and northern Illinois residents, and can be received only by viewers in the extreme north part of Chicago and north suburban communities.

First Mobile Unit Received by WENR-TV

A sparkling new red, white and blue mobile television unit was recently received by ABC's owned and operated station WENR-TV, Channel 7, it was announced by E. C. Horstman, engineering director. The unit, which is equipped with the most modern devices provided by the science of electronics, contains one camera chain with three cameras.

An outstanding feature of the unit is its extreme mobility. It is light in weight with extra-heavy-duty springs to withstand the weight of tons of equipment employed in local television operations.

Three cameras are supported on the roof of the unit with reels for all camera and power cables. It is equipped with a complete communications system including mobile telephone.

The unit is self-contained with the exception of a power supply which is on an attachable trailer. Auxiliary lighting equipment is carried for on-the-spot news.

The WENR-TV mobile unit is the second of three to be received by ABC for use in the midwest and the east.

New Station . . .

(*Continued from page* 10)

channels, interference from none-broadcast (amateur) transmitters, and from interference caused by industrial, scientific and medical devices."

Mr. Mowrey, in speaking to the editors of this magazine, viewed the future of national television with the greatest enthusiasm. "By 1952, according to present engineering estimates, the television transmission picture will be vastly altered. There will be a coast to coast television circuit either by coaxial cable or by microwave relays. There will be similar circuits along both coasts and one linking the major cities of the mid-West and mid-South."

DORSEY CONNORS presents a pattern of patter on "Personality Profiles," WGN-TV Wednesday evening show, interviewing interesting and unusual Chicago guests. Chuck Ranallo is the director of the program.

Video Cameras Spot Lost Ball Before Team

Another case of the video fan getting a better picture of an event than the fan on the scene occurred recently, reports WBKB director Lou Gomavitz.

A Cub player hit a long ball to deep center. The ball disappeared. "A home run," cried the umpire, but the fans in that distant section of bleachers set up a howl. The ball had not come into the stands. It had hit the wall in deep center and suddenly disappeared. The Giants' center fielder also was sure the ball had hit the wall, but where it went after that he had no idea.

Suddenly WBKB's miracle lens, the zoomar, found a little white pellet lodged in amongst the vines about a foot from the top of the wall.

"Mr. Zoomar" zoomed in and sure enough—it was the ball!

Video fans knew the story long before the fans in the ball park, the players or the umpire. When the ball was finally found, the hitter was called back from the dugout, put on second base and credited with a double.

Lone Rider Films on WBKB Listed

Are you a western fan—one of WBKB's Saturday night Western fans? Here, then, is a list of the "hoss operas" that will be seen on WBKB this Fall, according to film director Dick Locke:

Sept. 18, The Lone Rider will be "In Cheyenne"; Sept. 25, he will star in "Frontier Fury." From then on it will be the Lone Rider in "Ambushed" (Oct. 2); "Lone Rider Fights Back" (Oct. 9); "Ghost Town" (Oct. 16); "Texas Justice" (Oct. 23); "Border Roundup" (Oct. 30); "Lone Rider Rides On" (Nov. 6); "Lone Rider Crosses the Rio" (Nov. 13); "An Outlaw of Boluder Pass" (Nov. 20); "Lone Rider and the Bandit" (Nov. 27).

Western fans love all their horse heroes, but they particularly love the Lone Rider. Probably because he is the loneliest, boldest, noblest, most indefatigable son of justice the west has ever known. At least that's what the ads say.

You'll Be Up To The Minute With

A Year's Subscription

ONLY $3.00

Sunday

Sept. 19, 1948

WGN-TV Channel 9

1:00—CHICAGOLAND NEWSREEL with Spencer Allen.
1:10—PLAYERS OF THE DAY. Pre game interviews by Ed Cooper.
1:20—BASEBALL. Jack Brickhouse announcing Sox vs. Washington double-header.
5:45—TENTH INNING. Scores of other games.
7:30—TRIB COMICS—Uncle Walt Newton reads the Sunday jokes for the kiddies.
8:00—CHICAGOLAND NEWSREEL. Week in review.
8:10—GLOBAL GLIMPSES. Travel films.
8:30—CROSS QUESTION. Law suit enacted in WGN-TV courtroom. Fictional.
9:30—THIEF OF BAGDAD. An Alexander Korda film, starring Sabu and Conrad Veidt.

WENR-TV Channel 7

5:00—AMATEUR HOUR. Morris B. Sachs program. (60 min.)
7:00—NEWS bulletins and flashes.
7:15—FILM feature.
7:30—DOLLARS AND SENSE. Audience participation show. A riot! Telecast from WENR-TV's new studio in Civic Theater.
8:00—LIGHT MUSICAL with Ralph Martire on trumpet; the swingy 5 Honeydreamers, and novelty dance act.
8:30—CANDID MICROPHONE. Your favorite radio show now on TV.
9:00—SUSPENSE DRAMA. WENR-TV players enact a chiller, thriller.

WBKB Channel 4

8:00—TELENEWS with Jim Ameche.
8:30—MISS TELEVISION. Telecast direct from first National TV show now in progress at Chicago Coliseum.
10:00—FILM feature.

WTMJ-TV Channel 3

7:00—ARMCHAIR TRAVELS. Film.
7:10—TELENEWS Digest.
7:30—VARIETY SHOW.
8:00—SUNDAY EVE THEATER. "Lydia," an Alexander Korda film with Merle Oberon and Joseph Cotten.

(Subject to Change.)

Kukla and OLLIE . . .

(*Continued from page* 6)

haze which settles over these mountains we caught glimpses of mimosa, rhododendrons, magnolias and many other flowers and trees.

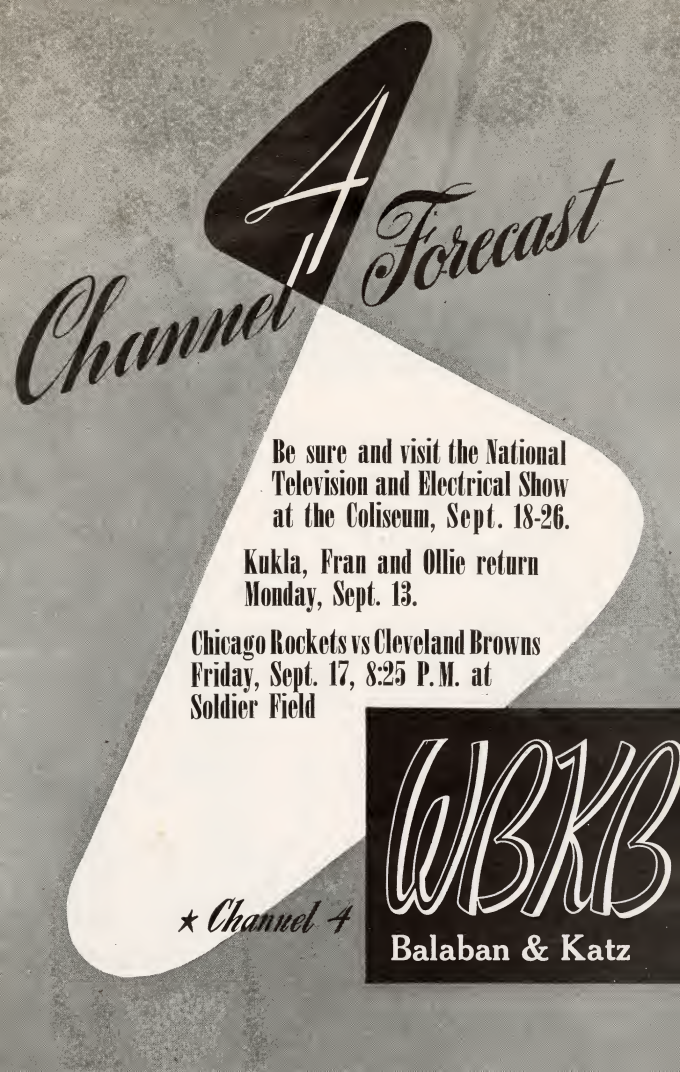
Then one day Beulah's cousin Ethel Witch (who doesn't fly too well because she can't read a compass) took us on a hike to a pretty little waterfall in the deep woods. It's called Glenn Cannon, and Ollie and I thought it even lovelier than Fisherman's Falls, Vermont.

But the thing that really took the cake was our experience at Echo Lodge —a lovely hotel up on the side of the mountain where we went with Aunt Maye and her dog, Nippie, who rides on the back of her broomstick. Beulah's sister Elizabeth (a mountain-climbing witch) had instisted that we try the food there. So there we were all seated around a lovely table. Beulah's mother had just remarked what delicious soup it was, when from the other room came the definite sounds, "Cuckoo, Cuckoo." Ollie choked on his soup and swallowed his spoon in one great gulp. Beulah almost fell out of her chair and I DID! The poor people who own the lodge couldn't figure out what had happened.

Meanwhile, I rushed into the next room and, boys and girls, will you believe it, there she was as big as life—Clara Cuckoo! She had come to the lodge as a guest and because of the strange echo on that part of the mountain she tought she had a mysterious admirer who called to her. Every time she cuckooed, the echo answered her back! What a character!

I greeted her hastily, said I was alone and got out as quickly as possible. Ollie was still having trouble with his spoon but the three girls had their broomsticks all ready and we zoomed safely home. We told Ollie that the echo often made funny sounds like that. I don't know what would have happened if those two had met.

Well, that is about all there is to tell, although I'll probably think up lots more by next Monday when we see all of you. We can hardly wait.


Channel 4 Forecast
Be sure and visit the National Television and Electrical Show at the Coliseum, Sept. 18-26.
Kukla, Fran and Ollie return Monday, Sept. 13.
Chicago Rockets vs Cleveland Browns Friday, Sept. 17, 8:25 P.M. at Soldier Field
★ Channel 4
WBKB
Balaban & Katz

TELEVISION FORECAST, INC.
185 NO. WABASH AVE.
CHICAGO 1, ILLINOIS

Sec. 562, P.L. & R.
U.S. POSTAGE
PAID
PERMIT No. 8527
Chicago, Illinois

FIKAR, EMIL
2335 S. WESLEY AV.
BERWYN, ILL.
25-57

PROGRAM BROADCAST—Sept. 13 to Sept. 19. Return Postage Guaranteed

And does it get Funnier Programs, too?

Scanned from the collection of the Prelinger Library. 2019.

Digitization and post-production completed in the University of Wisconsin-Madison's Department of Communication Arts, with funding from the California Digital Library.

University of California
CDL
California Digital Library

MEDIA
HISTORY
DIGITAL LIBRARY

www.mediahistoryproject.org